

ABSTRACT

The present invention relates to a jewelry box, and more particularly to a jewelry box that may be used as a display and storage case by a retailer, and then converted into a picture frame which holds photographs or pictures by a customer. A storage box is provided having first and second lid sections. Together the lid sections define a case body. The case body has an interior cavity which receives an item of jewelry. A hinge means is oriented along an horizontal axis for pivotably connecting the first and second lid sections for opening and closing the case body. An interior frame border is insertable within the interior cavity of the first lid section so that when the hinge means is oriented along a vertical axis, the interior frame border secures a picture within the first lid section. This provides a retailer user with a functional and elegant device for storing and displaying jewelry, and the end-user with an attractive picture frame which is capable of holding and displaying two wallet-sized photographs or pictures.